GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3778
ANSWERED ON:08.08.2002
ADVERTISEMENTS TO UNPOPULAR NEWSPAPERS
MANSINH PATEL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the advertisements for the posts to be filled through the Union Public Service Commission and other agencies are given to the newspapers which are not popular amongst the masses and the expenditure incurred;

(b) the policy adopted by the Government in this regard; and

(c) the reaction of the Government and the steps taken in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a),(b) & (c) : The advertisements for the posts to be filled through the Union PublicService Commission and otheragencies are released by the Directorate of Advertising and Visual Publicity (DAVP) to newspapers on itsapproved panel keeping in view the publicity requirement, target readership and budgetary provisions. The panel, prepared on the recommendation of a Committee constituted for the purpose, comprises the newspapers that fulfil the criteria laid down for selection of newspapers for release of the advertisements.